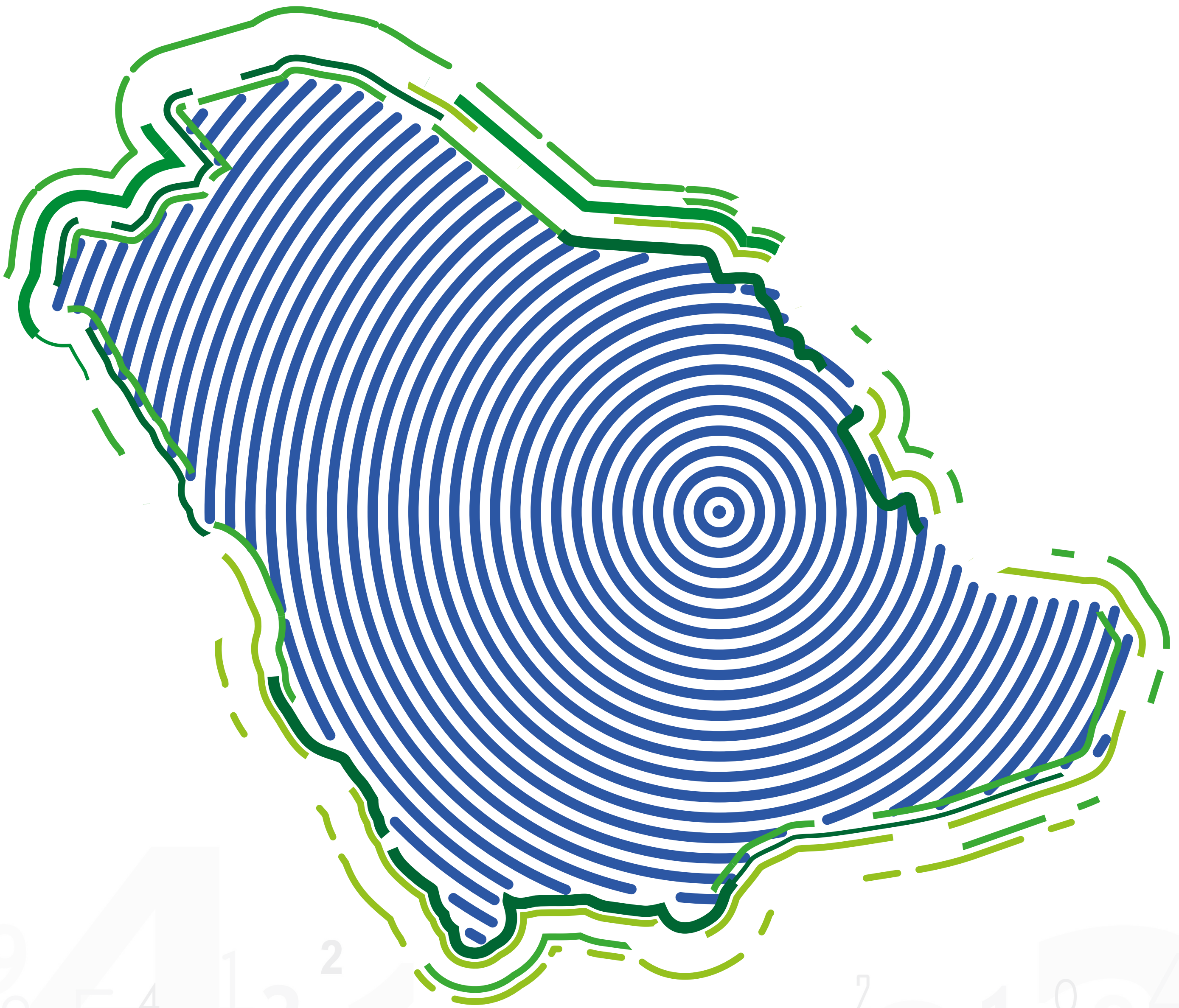


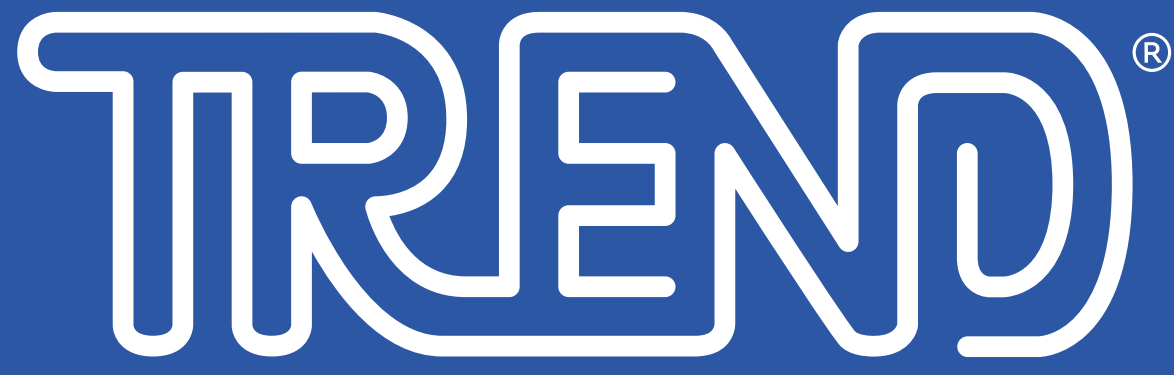
# Saudi Digitalization

# 2021



February  
2021

TREND®



We return to you after a year that most of the people across the globe dropped from their count, but unlike everyone else, those who work in the tech and digital transformation industry, had a very busy year, where they have seen an accelerated push towards digitization. 2020 was a huge leap for digitization and for the behavior of tech users as well.

After the pandemic started our dependency and need for technology and digitization grown bigger. We study through “Madrasati” and go out using “Tawakkalna,” and go to court through “Najez.”

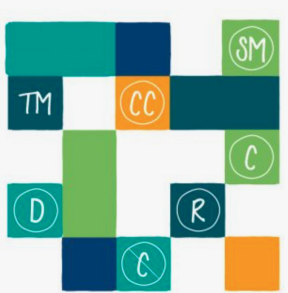
Our business is done via “Qiwa” and our salaries paid through Mudad. We no longer hold cash money in our hands, we just read the totals of the sums on our phones. Our lives have become easier, smoother, healthier and safer.

The Saudi Digitization Report 2021, is a continuation to our past reports, and is released to be a reference to this very vital sector and the transformation it led to in all the government services across the Kingdom’s institutions and the internet usage in general.

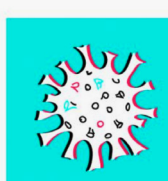
This report tracks down all the digitization efforts that took place during the coronavirus pandemic, and we would like to thank all the agencies that cooperated with us and everyone who worked on this report. We wish you an enjoyable informative read.

**Hussain Alhazmi**  
The Chief Executive Officer

From our previous reports



الملكية الفكرية  
ما لك وما عليك



**TikTok**  
المستفيد الأكبر من  
كورونا



90 معلومة  
سعودية



الرقمنة  
السعودية  
2020



5 أجيال تشكل العالم  
إلى أي جيل تنتمي؟



# Content

**Saudi Arabia  
in figures**

**Devices and  
Internet Usage**

**Governmental  
Digital Services**

**E\_Commerce**

**Social Media  
Usage**

**Global  
Digital**

**Media and  
Saudi Digital**

**TREND<sup>®</sup>**



# 01

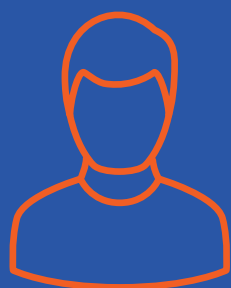
## **Saudi Arabia in Figures**

**TREND<sup>®</sup>**



# Population

## 35.08M



Males

%57.8



Females

%42.2

Literate  
Population  
%95.3



Females

%92.7



Males

%97.1

### Population according to Age

%8,4      %16,2      %72,2      %3,2  
0\_14 Y      14\_15 Y      15\_64 Y      +56 Y

### Saudi Family

family **3.7M**  
Number of  
Saudi Families

individual **5.86**  
Average individuals  
per family

### Population over Region

%26.4 Mecca	%25.3 Riyadh	%15.1 Eastern Region	%6.7 Aseer	%6.5 Madinah	%4.8 Jizan	
%4.3 Qassim	%2.8 Tabuk	%2.1 Haiel	%1.8 Najran	%1.5 Baha	%1.6 Aljuf	%1.1 Northern Borders

275

Governmental Institution  
By Sectors

5

Office

17

Trustees

13

Emirates

36

Universities

6

Executives

8

Funds

6

Military  
Powers

5

Military  
Colleges

7

Boards

11

Directorate

14

Centers

12

Medical Cities  
and Research Centers

51

Authorities

24

Ministries

14

Organizations

27

Commercial  
Chambers

19

Others

Agencies not classified  
under of the above



# 02

## **Governmental Digital Services**

**TREND<sup>®</sup>**



# Saudi Digital Globally

7

Technical  
Development Fund

8

Out of G 20 to  
progress in  
Middle East

9

Applying and  
developing  
technology

10

Average Mobile  
Internet Speed

14

Cooperation Digital  
Transformation

28

Technical  
Infrastructure

MB/s 31

- Global Internet Speed average
- Saudi Arabia comes 13th globally

MB/s 66.84

Saudi Internet Speed average

MB 920

Growth in everyone's data consumption





1,894

Governmental  
electronic service

# Electronic services per sector

%25.2

Management  
and Business

%16

Education and  
Training

%10.5

work and  
employment

%6.6

habitation, services,  
and utilities

%5.6

Health Services

%4.7

Legal Affairs

%4.4

Family affairs, marriage,  
and inheritance

%3.7

Vehicles and  
Transportation

%3.6

Islamic Affairs

%3.3

Zakat and Taxes

%3.2

Residents and  
visitors' affairs

%3.3

Safety and  
Environment

%2.7

Information,  
Communication,  
and Postal

%3.8

Personal  
Documentation

%1.5

Hijj and Umrah

%1.4

Tourism, Culture,  
and Entertainment





# Top Governmental Agencies

According to electronic services



598

Ministry of Human Resources and Social Development



180

Ministry of Health



168

Ministry of Municipal and Rural Affairs



120

Ministry of Justice



116

Ministry of Interior



92

Ministry of Commerce



74

General Authority of Zakat and Tax



62

General Organization for Social Insurance



55

Ministry of Education



30

Communications and Information Technology Commission



26

Ministry of Environment Water, and Agriculture



26

Ministry of Foreign Affairs



42

Saudi Post



24

Human Resources Development Fund



23

Saudi Metrology Organization



23

Central Saudi Bank



22

Capital Market Authority



22

Ministry of Finance



# 03

## Devices and Internet Usage

TREND®



**+41M**

Mobile Phone  
Subscriptions

123.63

Average Subscriptions  
100 individual



**33.58M**

Internet Users  
(All Devices)

95.7%

Internet Users vs.  
Total Population

**7 H 45 M**

Average Usage Time

## Owning Smart Devices

Vs Total Population



**%99.27**

Mobile Phones



**%96.74**

Years Old +15



**%88.14**

Smart Phones



**%57**

Computers



**%19**

Game Console



**%34**

Tablets



**%19**

Smart Watches



**%6.9**

OTTV TV



**%18.10**

Mobile Phones



**%7**

Smart Home Devices



**%6.3**

Virtual Reality

## Accessing Internet Devices vs Users



**99.57%**

Mobile Phones



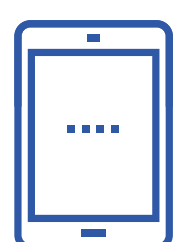
**26.65%**

Laptops



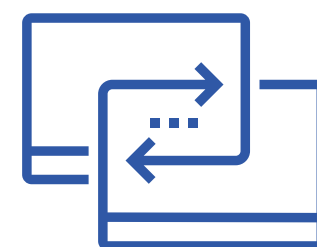
**9.64%**

Computers



**4.47%**

Tablets



**0.42%**

Others



Global  
Digital

Media and  
Saudi Digital

E\_Commerce

Social  
Media Usage

Devices and  
Internet Usage

Governmental  
Digital Services

Saudi Arabia  
in figures

# Daily time following internet and Multimedia



7H45M

Watching Videos

4H13M

Watching TV  
via Internet

3H6M

Social Media  
Platforms

2H42M

Reading Newspapers  
(Paper\ Online)

1H45M

Streaming Music

0H49M

Streaming Radio

1H17M

Podcast

1H58M

Video Games

## Internet Search Behavior

98.9%

Used Traditional  
Search Engine Last Month

45.3%

Used Voice Search,  
or Voice Commands

Search...



60.0%

Used Social Media  
as Search Engines

31.7%

Used Photo  
Recognition search tools





# Using Internet Times

94%

At least once a day

4%

At least once a week

0.23%

At least once a month

0.06%

Once in the past three months

## Browsing Internet Languages

82%

Arabic

24%

English

13%

Others



## Top Browsed Websites

293M



Google.com

109M



youtube.com

58.1M



Twitter.com

51.7M



Google.com.sa

48.5M



Sabq.org

46.8M



Wikipedia.org

41.5M



Haram.m.sa

41.4M



Madrasati.sa

38.5M



Facebook.com



Global Digital

Media and Saudi Digital

E\_Commerce

Social Media Usage

Devices and Internet Usage

Governmental Digital Services

Saudi Arabia in figures



@Alexa

## Top Browsed Websites



Google.com



youtube.com



Google.com.sa



Microsoft.com



Madrasati.sa



Microsoftonline.com



Live.com



Sabq.org



Facebook.com



Office.com



## Content Following Forms

97%

Watching Videos

71%

Streaming Music

56%

Live Streaming

54%

Reading Blogs

43%

Listening to Radio

# Most Downloaded Apps



LIKEE



SNAPCHAT



WHATSAPP



TIKTOK



ZOOM



MICROSOFT



TELEGRAM



IMO



FACEBOOK



INSTAGRAM

# Most Downloaded Games



SUBWAY  
SURFERS



AMONG US



PUBG MOBILE



YALLA



CUBE SURFER



EDM RUSH



ROBLOX



LUDO STAR



JOIN CLASH



STACK



488.7M

## Smart Home Devices Market Value

127.9M

Smart Control  
and Communication

3.188M

850K  
Smart Homes

63.7M

Managing energy  
in smart homes

84.35M

Smart Homes  
Lighting

161.43M

Smart Home  
Entertainment Devices

153.33M

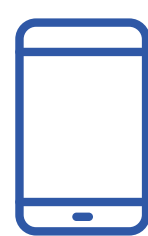
Smart Home  
Security

## Video Games vs Devices



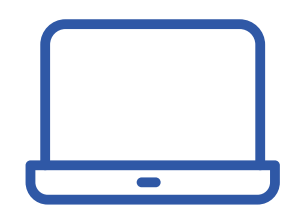
%90.9

Any device



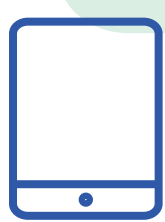
%80.2

Smart Phones



%33.5

Computer\Laptop



%25.9

Tablet



%35

Gaming Platforms



%25

Mobile Consoles



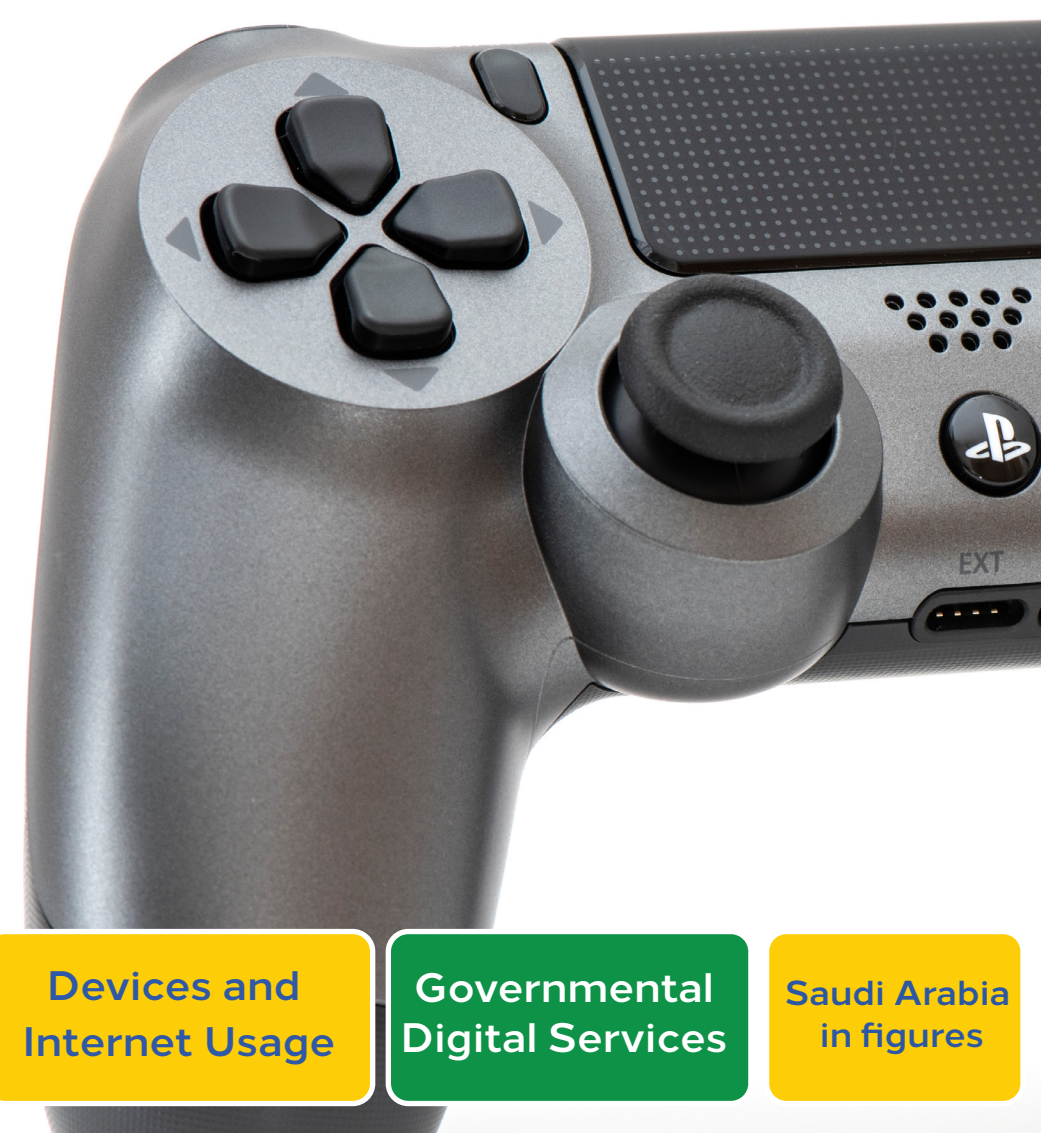
%12.3

VR Devices



%12

Watching  
online videos



571+K

Small and Medium  
Facilities

2.23+K

Third sector's  
Organizations

1125

General  
Organization

591

Association for  
the memorization  
of the Holy Quran

521

Social Development  
Committees

TREND  
Total workers  
in all sectors

1.5+M

General  
Sector Workers

72K+

Third Sector  
Workers

8M+

Private Sector  
workers

TREND

TREND

Global  
Digital

Media and  
Saudi Digital

E\_Commerce

Social  
Media Usage

Devices and  
Internet Usage

Governmental  
Digital Services

Saudi Arabia  
in figures



# 04

## Social Media Usage

TREND®



# Social Media Websites Usage

**%8.0+**  
YOY Change

**27.80M**

Active Social  
Media Users

**79.3%**  
vs population

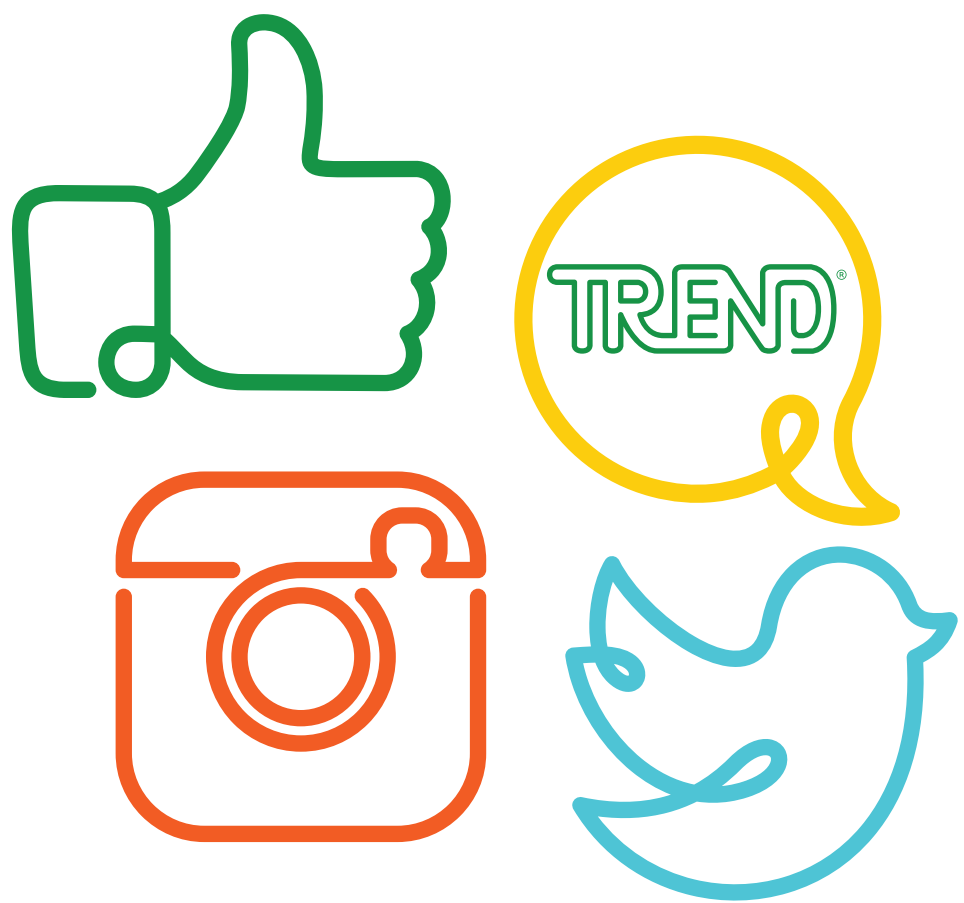
**27.66M**

Social Media users  
via Mobile phone

**99.5%**  
Vs Total Social  
Media Users

**10.4**  
Accounts\User

Average social media  
accounts per user



## Social Media Users Behavior

**%99.7**

Visited Social Media or  
messaging services

**%89.9**

Used social media  
or was active on it

**%48.5**

Used Business  
Social Media

**3H 6M**

Average time  
spent daily  
on social media  
per user

★ vs Internet Users

# Top Used Social Media Platforms





# Social Media Users



27.80M



59.5%

Males



40.5%

Females



13.00M



76.9%

Males



23.1%

Females



9.20M



76.9%

Males



23.1%

Females



15.00M



55.6%

Males



44.4%

Females



19.60M



48.1%

Males



49.6%

Females



5.00M



78.9%

Males



21.1%

Females



12.45M



93.6%

Males



6.4%

Females





05

# Payments and E-Commerce

TREND®



64+

Billion  
RSD

Total Online Payments and E-Commerce

## Users' Online Payment Behaviour

%71.7

Own a financial  
institute account



%16.3

Own Visa

Females



%8.4

Total Population

Males



%21.4

Total Population

%93.5

visited online stores or  
commercial platforms

Search and  
online purchase

%86.2

Online purchase  
or paying bills

%38.5

Males



%44.5

vs Total Population

Females



%29.3

vs Total Population

TREND

TREND

Global  
Digital

Media and  
Saudi Digital

E\_Commerce

Social  
Media Usage

Devices and  
Internet Usage

Governmental  
Digital Services

Saudi Arabia  
in figures

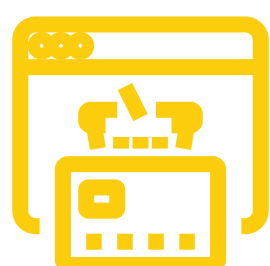


# Purchase and Online services Paying Methods



89.48%

Pay on Delivery



37.33%

Online Visa



14.34%

ATM Card or  
E-transfer



0.58%

Financial Account



0.43%

Online Payment Service



0.45%

Vouchers





# E\_Commerce Payment by Categories

%45.5-

17.77B

Travel and Accommodation



%26.4+

7.726B


Fashion and Beauty



%25.7+

7.46B

Electronics and Media



%37.5+

5.03B


Food and Personal Care



%22.1+

970.3M

Furniture and Home ware



%23.9+

303.8M


Digital Music



%28.1+

2.46B

Games and Hobbies



%23.9+

1.88B

Video Games



\*In RSD

## E\_Commerce Consumed Goods

95.9M

goods

purchase processes

23.74B

RSD

RSD Total Goods Value in Market

%28.4+

Annual Growth in goods value

926

RSD

Average annual spent

# Online Purchases



**%70.4**

Digital Content  
Payment



**%41.7**

Mobile Services  
Payment



**%63.7**

Food Delivery



**%39.5**

Used sharing  
transportation

**78.6M** using  
digital paying processes

**64.17B**  
Digital payment annual  
value (+19.0%)

**3060** RSD  
Average processed  
value per user





# Taxi and Transportation Services in Apps

15.9M Users  
Transportation Apps

348 RSD  
Average Spent per user

1.47B RSD  
Transportation Services Value



## Online Food Delivery Service



29.6M Users  
Food Delivery

738 RSD  
Average spent per user

5.85B RSD  
Food Delivery Market Value



# 06

**Media and  
and saudia  
Digital**

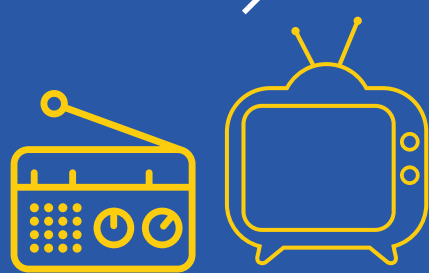
**TREND**<sup>®</sup>

**acumen**  
MEDIA INTELLIGENCE



# Media and Saudi Digital

Total  
87,030 Piece



3,205

Visual AND Audio Content



77,558

Online Media Content



6,267

Printed Media Content

## Digital Transform Topics Published in The Kingdom

Jan	Feb	Mar	Apr
5832	7643	6561	6921
Topics	Topics	Topics	Topics
May	Jun	Jul	Aug
5972	8233	7773	5651
Topics	Topics	Topics	Topics
Sep	Oct	Nov	Dec
7209	8034	8957	8045
Topics	Topics	Topics	Topics

## Media Coverage Forms

85630

News and Coverage

1400

Opinions

Day	Week	Month	Fortnight	2 Months	Semester	Year
86384	178	280	50	19	117	2
Content	Content	Content	Content	Content	Content	Content



# Specified Sources

## Interested in Digital Transformation



**744,9**

Variety



**5,260**

Economic



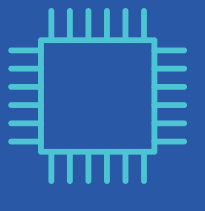
**3,541**

News



**638**

Education



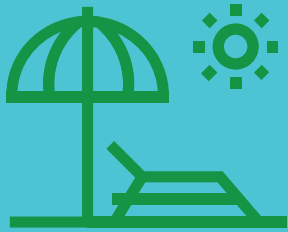
**608**

Technical



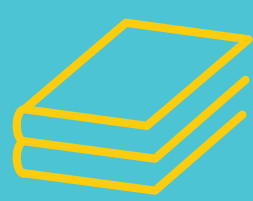
**353**

Vehicles



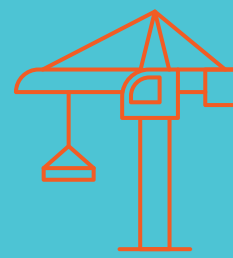
**280**

Tourism



**274**

Cultural



**260**

Constructions



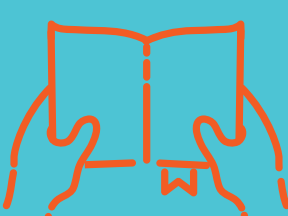
**248**

Politics



**235**

Fashion



**171**

Religion



**159**

Others



**132**

Sports



**131**

Feminine



**129**

Career



**107**

Management



**69**

Statistics



**68**

Legal



**44**

Scientific

Social

**30**



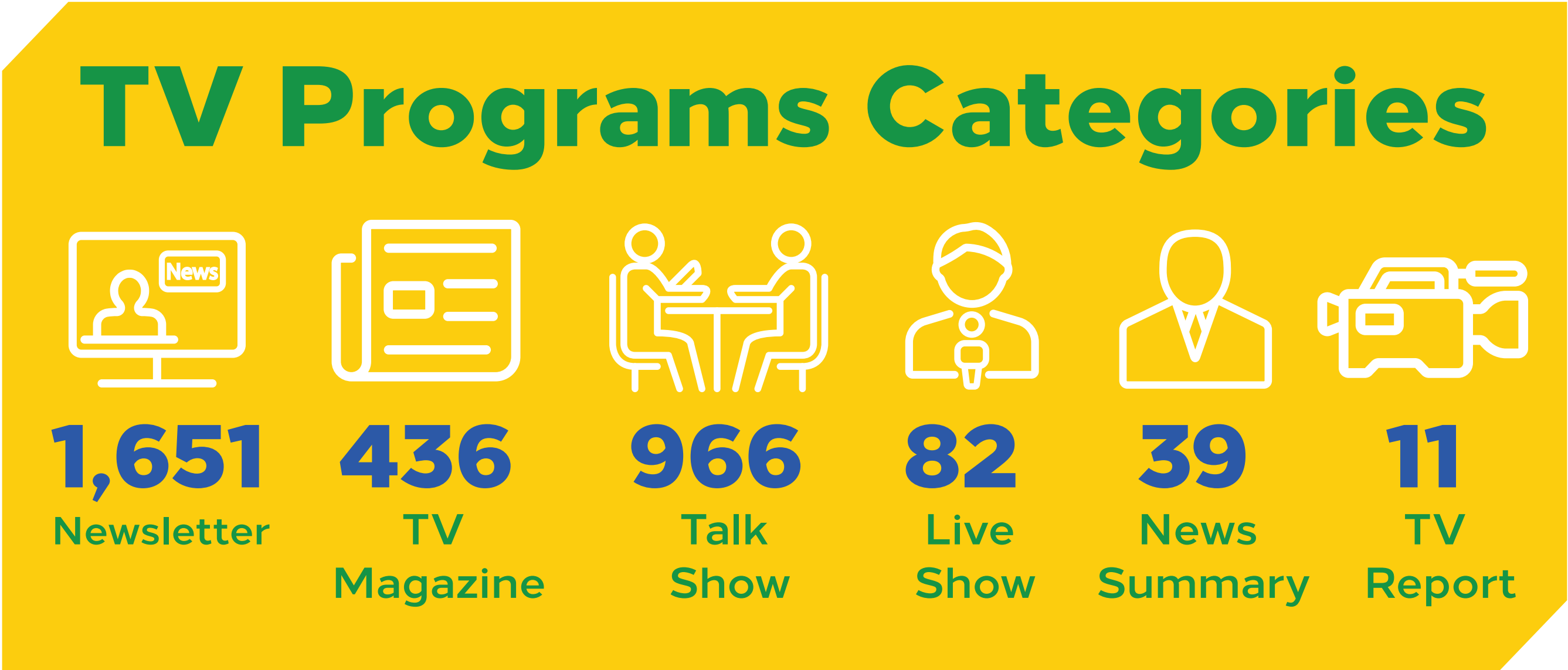
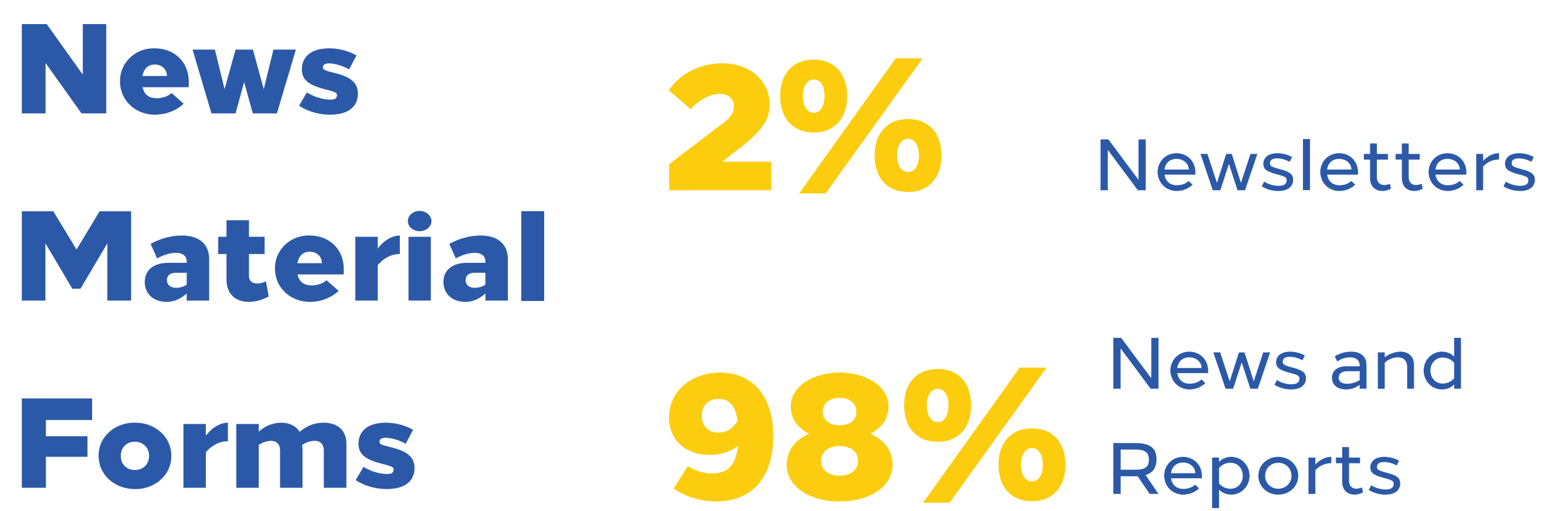
Medical

**43**





# Media Content Characteristics



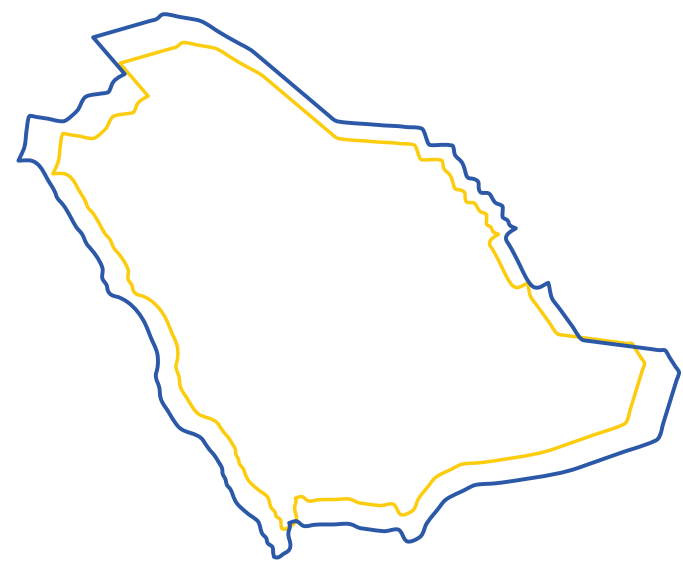
## Media Sources Languages





# Top Printed Newspapers and Magazines

## Saudi Arabia



726

الرياض

358

الوطن  
al-watan

469

اليوم

522

الاقتصادية  
جريدة العرب الاقتصادية اليومية

415

AL-JAZIRAH  
الجزيرة

421

المدينة  
صوتك.. قلمنا

452

ALBILAD  
البلاد

607

مكة  
Makkah AlMukarramah • المكرمة

294

عكاظ  
O K A Z



# Top Websites

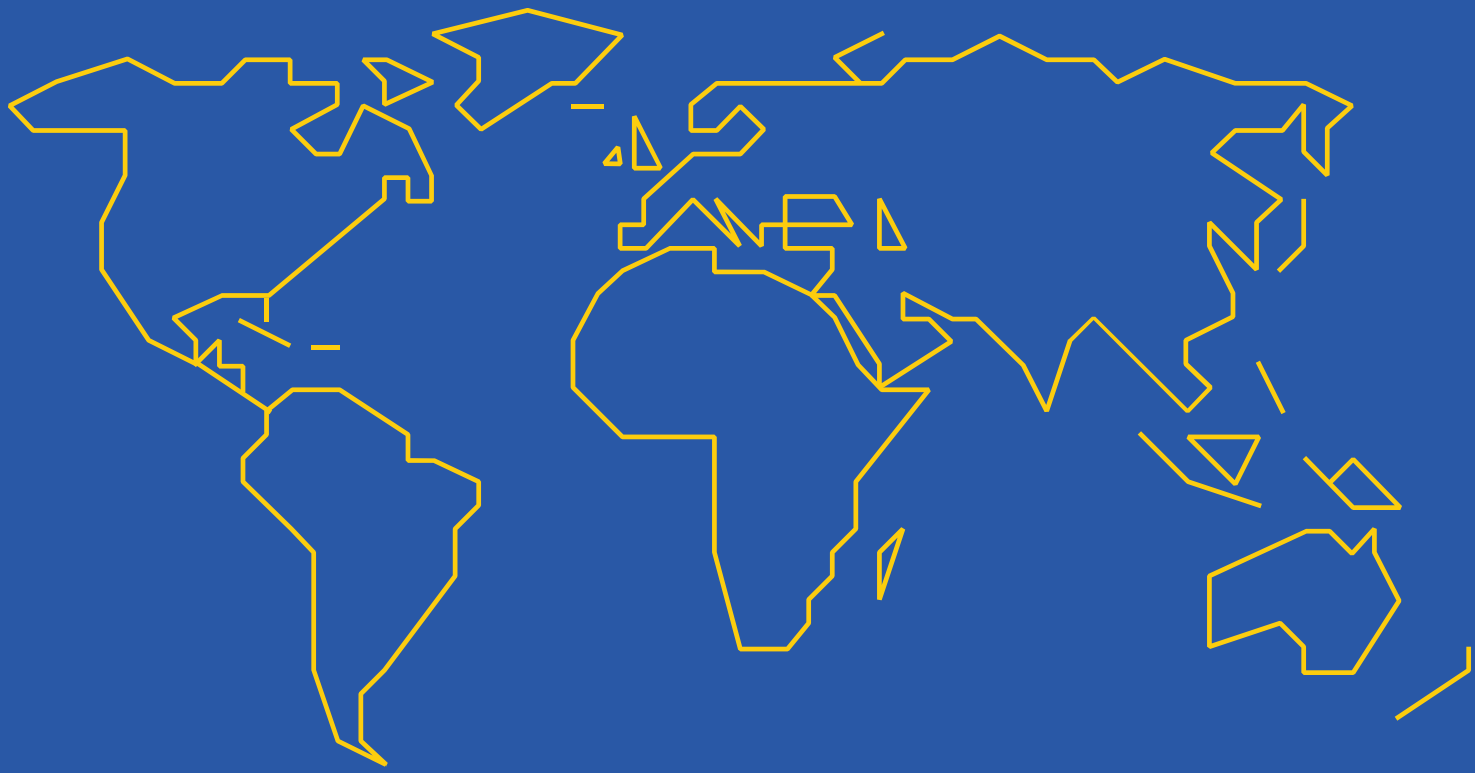
3,942	2,195	1,809	1,697	1,414
Saudi Press	Eshraq	Sabq	Akher Khbr	Saudi Press Agency (WAS)
1,364	1,307	1,178	902	878
Ajelsa	3ajel_ksa	Saudi News	Almstqbl	Saudi Salaries
361	80	80	79	65
Akhbaralasr (Egypt)	Zawya (UAE)	gulf365 (UAE)	Iomazoma (Egypt)	Arabian Business Community
60	8	6	5	2
menafn	4 Traders (USA)	Sawah Host (Turkey)	Market Screener (USA)	Intelligent Socio (UK)

## Top TV and Radio Channels

		
الإخبارية	السعودية	24 إف إم
1,411	422	181
News (Programs\ Amwal w Masarat, herealriyadh)	Saudi Arabia (Programs\ Saudi Morning, Kolona Masool, Mogmal Alqawl, Bslam Amenin)	24 FM (Program\ Nahark ala 24)
		
Rotana Khaligia	Resala	Saudi Radio Podcasting Network
114	73	377



# Top Published Countries on Saudi Digital



1609

Egypt



123

Jordan



111

Yemen



95

Iraq



62

Lebanon



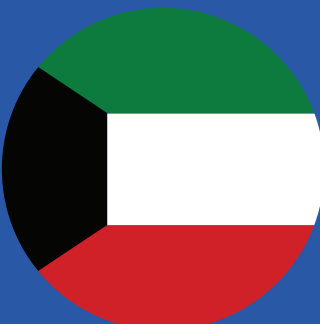
631

UAE



167

Bahrain



76

Kuwait



24

Oman



12

Qatar



49

USA



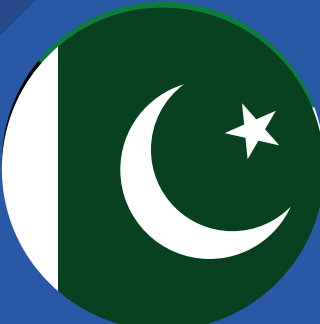
11

UK



13

Turkey



9

Pakistan



8

India



# Top Appeared Institutions



مؤسسة النقد العربي السعودي  
SAUDI ARABIAN MONETARY AUTHORITY

4704



4521



3984



وزارة الصحة  
Ministry of Health

3887



وزارة الاتصالات  
وتقنية المعلومات  
MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGY

3320



الموارد البشرية  
والتنمية الاجتماعية

3245



وزارة التعليم  
Ministry of Education

2883



وزارة التجارة والاستثمار  
Ministry of Commerce and Investment

1962



وزارة الشؤون  
البلدية والقروية

1952



الهيئة السعودية للمواصفات والمقاييس والجودة  
Saudi Standards, Metrology and Quality Org.

1762



مجلس الشؤون  
الاقتصادية

1682



ارامكو السعودية  
Saudi Aramco

1604



1591



وزارة المالية  
Ministry of Finance

1468



وزارة البيئة والمياه والزراعة  
Ministry of Environment Water & Agriculture  
Kingdom of Saudi Arabia المملكة العربية السعودية

1216



1186



وزارة الثقافة  
Ministry of Culture

1173



وزارة الخارجية  
MINISTRY OF FOREIGN AFFAIRS

1172



صندوق التنمية العقارية

1153



المؤسسة العامة للتقاعد  
Public Pension Agency

1116



وزارة الحج والعمرة  
MINISTRY OF HAJJ AND UMRAH  
APPROVED AGENT



1001

982

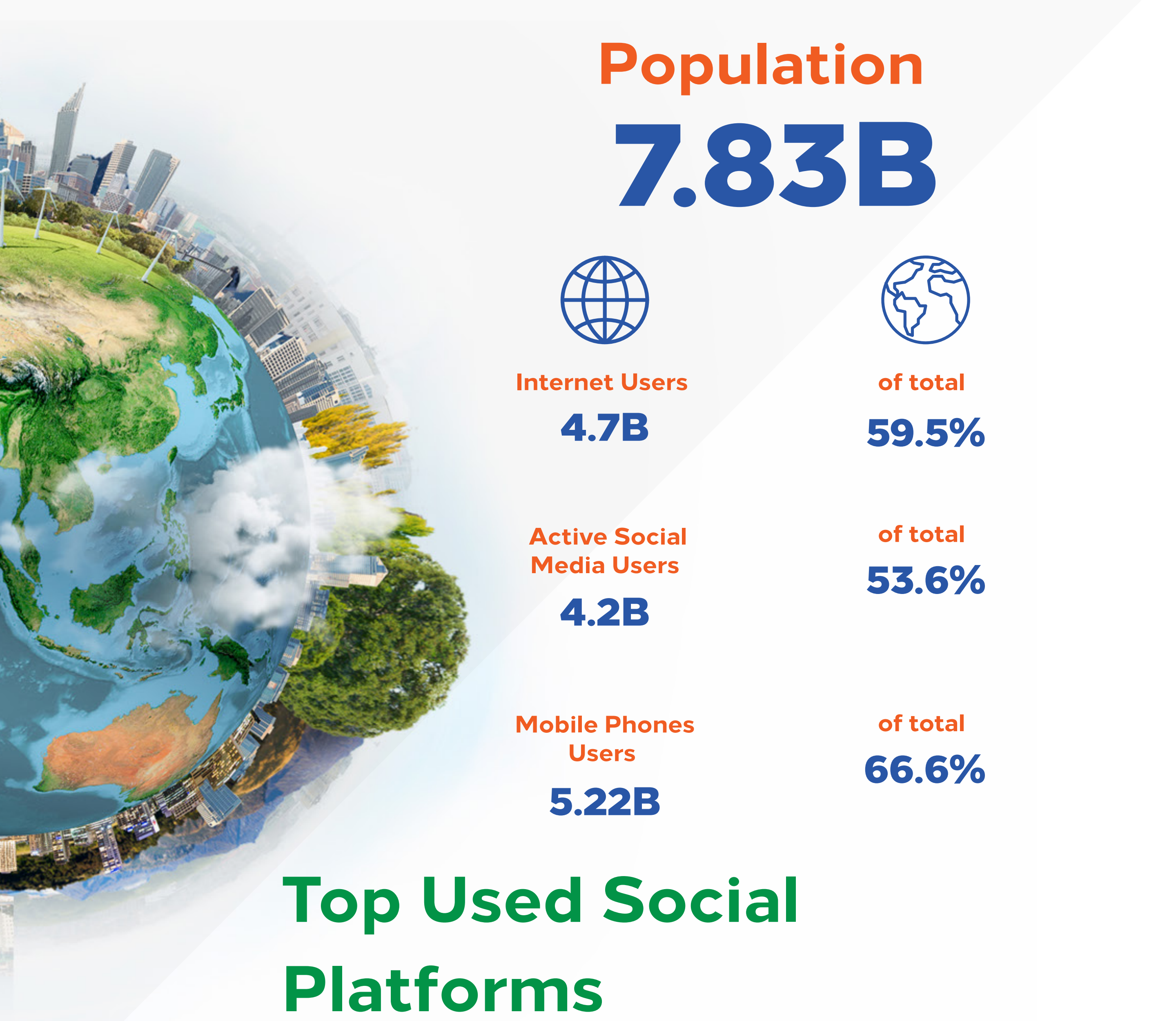


07

# Global Digital

TREND®





2.74B



2.29B



2B



1.30B



1.22B



1.21B



689M



617M



600M



511M



500M



498M



481M



442M



430M



353M



300M





# Global Internet Users

of total  
**59.5%**

Global Internet Users  
**4.66+B**

Global Daily Internet Use

◀ **6H<sub>54M</sub>**

Users Accessing via Mobile Phone

◀ **92.6%**

Using Wi-Fi Internet

◀ **4.32+B**

Average Global Daily Mobile  
Internet Use

◀ **3H<sub>39M</sub>**

## Top Countries Using Internet



Bahrain

Global Ranking **1**



Iceland

Global Ranking **1**



Kuwait

Global Ranking **1**



Norway

Global Ranking **1**



Qatar

Global Ranking **1**



UAE

Global Ranking **1**



Bermuda

Global Ranking **7**



Denmark

Global Ranking **8**



Sweden

Global Ranking **9**



# Lowest Using Internet Countries (vs Total Population)



Northern Korea

215

Global Ranking



Arteria

214

Global Ranking



South Sudan

213

Global Ranking



Comoros

212

Global Ranking



Central Africa

211

Global Ranking



Somalia

210

Global Ranking



Burundi

209

Global Ranking



Niger

208

Global Ranking



Kiribati

207

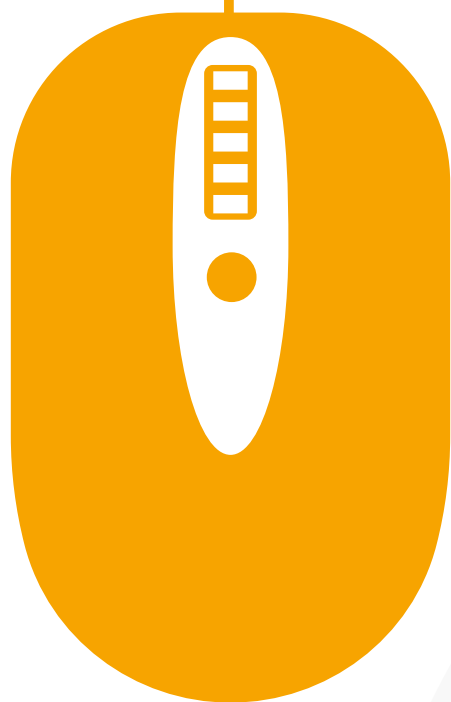
Global Ranking



Liberia

206

Global Ranking





# Top Visited Websites

Globally (vs Pages\ Visit)

SIMILARWEB



GOOGLE.COM

6.87



YOUTUBE.COM

4.17



FACEBOOK.COM

5.96



WIKIPEDIA.ORG

2.14



YAHOO.CO.JP

6.80



AMAZON.COM

7.01



YAHOO.COM

3.97



TWITTER.COM

4.48



YANDEX.RU

7.57



REDDIT.COM

4.23



NAVER.COM

9.89



VK.COM

11.73



FANDOM.COM

3.11



WHATSAPP.COM

1.54



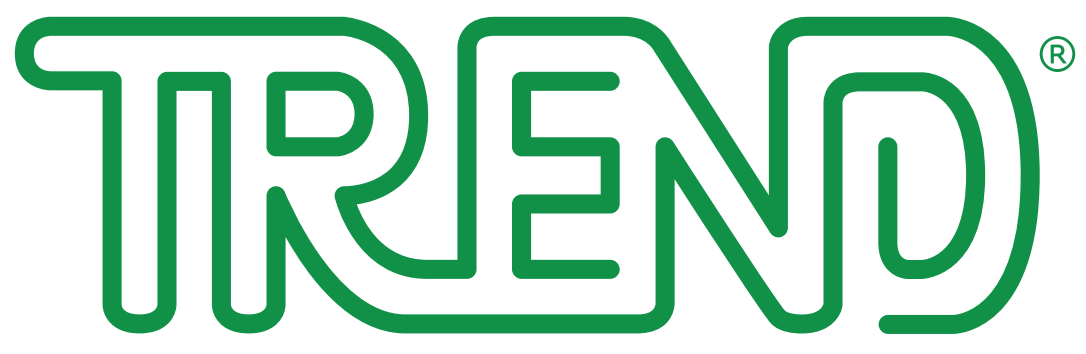
RAKUTEN.CO.JP

5.74

http://www.







# Media Research and Specific Studies

Accessing more data became more easier than ever in TREND,  
which fulfils our clients' needs to have periodical, and more pro-  
found reports and studies to help making decisions

## Understand you Deeply

Plan



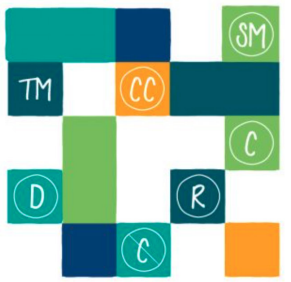
Analyze



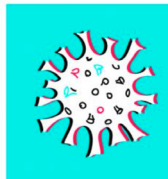
Study



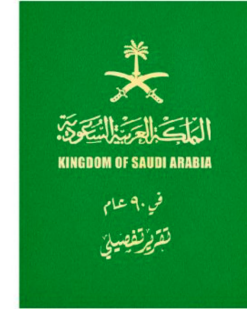
### Our previous Reports



الملكية الفكرية  
ما لك وما عليك



TikTok  
المستفيد الأكبر من  
كورونا



90 معلومة  
سعودية



الرؤية  
السعودية  
2020



5 أجيال تشكل العالم  
إلى أي جيل تنتمي؟

;To access more reports and studies  
Please visit

[www.TrendDC.com](http://www.TrendDC.com)



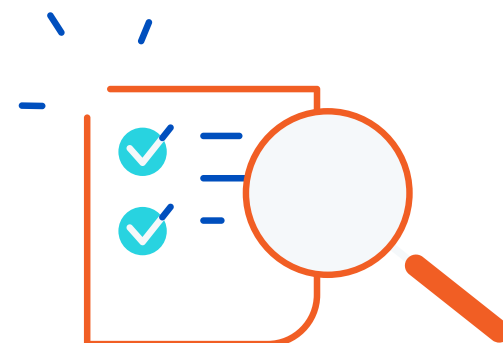
# TREND<sup>®</sup>

## #appear\_clearly

### Our Services



**Media Mentoring  
and Analysis**



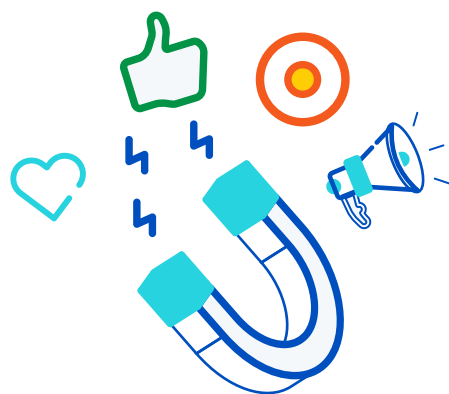
**Media Research  
and Specific Studies**



**Content  
Creation**



**Strategic  
Planning**



**Managing  
Communication  
Campaigns**



**Managing and Activating  
Social Media Accounts**

# Top Name in Digital Communication



Riyadh\_ Sahafa St.

Prince Nasr Bin Saud Bin Farhan Alsaud St.



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Trend1DC |



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# TREND<sup>®</sup>

Global  
Digital

Media and  
Saudi Digital

E\_Commerce

Social  
Media Usage

Devices and  
Internet Usage

Governmental  
Digital Services

Saudi Arabia  
in figures





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